ELECTRONIC MAIL

DECEMBER 4, 1992

TO: ALL DIVISIONS WITH MCLANE BRANCHES

SUBJECT: 1993 VAP PROGRAM
MCLANE COMPANY

GREETINGS:

ON DECEMBER 10TH, I WILL BE PRESENTING OUR FIRST HALF PROMOTIONAL SCHEDULE TO MCLANE CORPORATE. THEREFORE, I AM REQUESTING INFORMATION FROM EACH OF YOU CONCERNING SPECIAL PROMOTIONS AND THE WAY YOU WOULD LIKE TO HAVE ITEMS PACKED IN SHIPPERS AT YOUR BRANCH.

MCLANE'S IS STILL GOING TO STAND FIRM ON PACKING ONE PRODUCT MIX SHIPPER AT EACH HOUSE. THEREFORE, ONE PACKING OF EITHER KINGS OR 100'S IS ALLOWED, AND NO MIXING OF KINGS AND 100'S IN ANY ONE SHIPPER EITHER.

SEVERAL OF YOU HAD SPECIAL MARKET T-SHIRTS, I.E. MARDI GRAS, NEW YORK STATE FAIR, LAST YEAR. IF ANY OF THESE TYPES OF PROMOTIONS ARE SCHEDULED FOR 1993 AND THE NUMBER OF STORES IS COST EFFECTIVE, WE WILL BE HAPPY TO SET THESE PROMOTIONS UP FOR YOU, JUST ENSURE WE HAVE AMPLE TIME.

PLEASE REVIEW THE FIRST HALF LIST BELOW AND COMMUNICATE ANY SPECIAL NEEDS YOU MIGHT HAVE, AND WE WILL HAVE MCLANE'S CONSIDER THEM. YOU WILL SEE THE SHIPPER PACKINGS WE WILL REQUEST. IF FOR SOME REASON YOU REQUIRE SOMETHING DIFFERENT OR THE NUMBER OF UNITS IS TOO LOW OR TOO HIGH, PLEASE GET WITH ME.

JANUARY:

SALEM $1 OFF TWO PACKS-

SHIPPER #1-	SHIPPER #2-
SALEM KING, FOUR CARTONS	SALEM 100'S, FOUR CARTONS
SALEM LT KING, FOUR CARTONS	SALEM 100, FOUR CARTONS
40 UNITS	40 UNITS

FEBRUARY:

WINSTON B1G1F-

SHIPPER #1-
WINSTON SELECT, EIGHT WHITE CARTONS
WINSTON SELECT BOX, EIGHT WHITE CARTONS
NO PACKING, QUANTITY CAN BE ALTERED

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Source: https://www.industrydocuments.ucsf.edu/docs/zkpm0000

MARCH:

CAMEL POOL PLAYER ASHTRAY WITH THREE PACKS-

SHIPPER #1-	SHIPPER #2-	SHIPPER #3-
CAMEL F/2 CTNS	CAMEL F HP/2 CTNS	CAMEL F WIDES/2 CTNS
CAMEL LT/2 CTNS	CAMEL LT HP/2 CNTS	CAMEL LT WIDES/2 CNTS

APRIL:

CAMEL B1G1F (NEW ITEM) PREBANDED ONLY-

SHIPPER #1-

EIGHT WHITE CARTONS KINGS
EIGHT WHITE CARTONS 100'S
EIGHT WHITE CARTONS KING BOX
NO PACKING-CARTON QUANTITIES CAN BE ADJUSTED

MAY:

CAMEL BRASS LIGHTER W/TWO PACKS-

SHIPPER #1-	SHIPPER #2-
NEW ITEM-FOUR CTNS BOX 100'S	NEW ITEM-TWO CTNS BOX KINGS

BASED ON WHAT YOU SEE, IF YOU HAVE ANY EXCEPTIONS, PLEASE CONTACT ME PRIOR TO **DECEMBER 9, 1992**. HOPEFULLY, THIS WILL ELIMINATE ALL OF THE LAST MINUTE EXCEPTIONS WE HAD THIS YEAR.

THANKS FOR YOUR HELP!

Carter

CARTER ADAIR
ACA/AT

S-3) MC/VAP

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